

# Maclean's

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a copy

CANADA'S  
NATIONAL  
MAGAZINE

TORONTO  
**MAY 1**  
1941

In This Issue:

## HOW YOUR DOLLARS FIGHT

By Bruce Hutchison

The Life Story  
of  
**CHURCHILL**



Cover: A natural color photograph  
taken for Maclean's by Karsh.

# Heavy-Duty INTERNATIONAL Trucks



**FIRST IN POWER,  
PERFORMANCE, AND ECONOMY**



See how easy it is to service the engine. The engine is located in the front of the truck, and is easily accessible. The engine is also protected by a heavy-duty hood, and is easily accessible. The engine is also protected by a heavy-duty hood, and is easily accessible.

**H**BT-5 another view of Canada's favorite heavy-duty truck—completely designed and geared for the heaviest duty demands of 1941. This year, trucks and the highways on which they roll stand a new importance in the nation's growth undertaking—and the HLT line becomes more rapidly fitted for today's transportation needs.

Our look and you recognize modern mechanical styling as its lure. For these famous trucks to work as your job and you get a new idea of performance, power, and economy—undeniably operating economy.

In every detail of design and construction, International has equipped and built its most every type of heavy-duty trucking equipment under every conceivable condition.



There are efficient 16-Ton heavy-duty trucks for smooth, straight-line runs under full loads—no grinding, lurching, or squealing. Excess wear for greater safety and better handling. Improved front construction, rugged new sides, bigger rear riding springs. And even more important, the powerful, big-bore, modernized engines, designed and built by International, are ready to take the heaviest jobs—with power to spare.

The complete International 16-ton truck line is now from the 11-ton delivery up to powerful 16-wheel and Diesel-powered units. Write for catalog.

**INTERNATIONAL HARVESTER COMPANY**  
3000 Bldg. St. Louis, Mo. 8  
41 Canada, Ltd. 407-1-10

\*Built in Canada at Guelph, Ontario—expertly serviced throughout the Dominion

Maclean's Magazine, May 1, 1941



## My Children

my loving—trusting—little children— Mine! God's precious gift to me. Mine to nurture—to guide and to shield. Yes, mine the blessing—but mine, too, the responsibility. They're little children now—in a few short years they will be beautiful in the robust strength of their maturity. What is to be *their* future?—their Country's future? Now they are free—free to develop in mind and spirit. No tyrant is here to brook these children, to dwarf them and warp their body and soul. Yet, by my love leads them I cannot protect *my* children from the terrors of Nazi barbarism and slavery. I must join with thousands of other Canadian mothers—to provide supplies for the Army, Navy and Air Force—to crush the terror that threatens all free happy children—and keep the Hitler pestilence from our land.

## My Pledge to Them —and to Canada

*I will not fail or falter—I will not waver or flee—in my efforts to keep my children free—to keep Canada free. I will—I must pledge, and pledge my very strength, to save and lead. I will keep on buying U.S. Savings Certificates.*

Published by the War Savings Committee of Canada

**Buy WAR SAVINGS CERTIFICATES Regularly**



Maclean's Editorials

## Export the Facts

**B**ETWEEN the end of the previous issue of *Maclean's* Prime Minister Mackenzie King has given parliament an effective comparison of Canada's war effort and of our aid to Britain, which was as equal as that by the United States would seem.

Said Mr. King:

"For the benefit of those, either in this or in other countries, who have not a due appreciation of the magnitude of Canada's war effort or who may have been misled by comparisons between our war effort and what has been said elsewhere, the latest radio program of the United States I am going to translate a few of those figures into comparable Canadian terms."

"I mentioned the national income of the United States this year is expected to exceed eighty billion dollars. On that basis the equivalent war expenditure direct and indirect of Canada in 1941-42, would be equivalent to six per cent of the United States, it is eight per cent of almost thirty-five billion dollars."

In providing the Canadian dollar's currency to meet the deficit in Britain's balance of payments with Canada last year, the Canadian people will be rendering financial assistance to Britain which would be equivalent, in comparable American terms, to some thing over fifteen billion dollars a year ("before that twice the amount voted under the Lend Lease Bill").

Aside from the financial note the Prime Minister stated that six tens of thousands from the quarter of a million Canadians on active service would, in terms of the U.S. population, be equivalent to an armed strength in the form of that country of more than two and three-quarter million men. This indicates taking account of a reserve army by home defence.

No doubt Mr. King, as Prime Minister of a bicultural, bicultural, bicultural and bilingual country, has a right to be proud of the United States Congress has finished debating the Lend Lease Bill before making what was a much needed statement.

The unfortunate thing is that since the war began the people of the United States have been given little opportunity to know the facts of the Canadian's war effort. Lack of such information has enabled anti-British agents to spread poisonous views. Canada, which has left a strong impression in many quarters.

Now was the situation helped when Winston Churchill, one of the 28th to visit Washington, D.C.

the success of his first meeting with the United States press correspondents had to put questions concerning the Canadian war effort. But more substantiated was the fact that Mr. King's statement when it was made received every attention in the United States press. Mr. McCarthy's second interview with the correspondents, given after Mr. King spoke, indicated better media than did the first one, but it is regrettable that the masses should have been placed in the position of having to catch a first impression.

There is an obvious need for an improved liaison in the matter of our public relations in the United States.

Green has shrank from anything that might be construed as propaganda. But the position of the United States now is such that factual information about Canada's part in the war would be welcomed. Therefore the report that the Canadian will appoint an additional newspaperman to establish a Canadian cable news service in the United States, and that he might act as press attaché in our legation in Washington, is a most welcome step for, in some ways.

## Quia for Pedestrians

**I**N CONNECTION with the mounting toll of happen-to-late in motor accidents or have recently passed in the hands of drivers (this is a quote for preference).

Recently came—

1. Did you ever dash out of your house in glass of hyposens and cross the street blind and there without seeing a car or a car?
2. Do you ever start across the street on the step or against light?
3. Do you ever walk on the highway on the right hand side with your back toward traffic?
4. Do you ever jump off a street car at the rear street around the back end and cross the street?
5. Do you ever walk across the street with wet feet, with your head bowed under an umbrella?
6. Do you fail to judge with any degree of accuracy the speed of an approaching car as you start to cross?

Remember that a pedestrian takes one step and advances one yard, an automobile driver in thirty miles an hour advances one yard in that time.

## To Finish the Job

**A**S THIS issue of *Maclean's* goes to press total war has spread to the Balkans. German armies are attacking Jugoslavia and Greece. Tanks are racing on open plains, and British troops are fighting hard in strategic valleys and rough mountain passes.

What the outcome will be no one can doubt. That it will affect the whole course of the war, and even the course of human history, is obvious.

The fact that a well equipped British army was on the spot, ready for the onslaught, while at that moment the Union Jack was being hoisted in Adlon Hotel, is one more tribute to the amazingly widespread organization of the Empire and the power of the Royal Navy.

Similarly, the experience from the Balkan front will be felt in every part of that Empire. They will not feel the same greater attention of Canada's production effort. That means, in turn, will greater effort in the partial very involved in the country.

Twelve in they are, our war effort will stand. That the money budget will bring out higher taxation goes without saying. But that will not be enough to carry the burden. Increased wartime restrictions from all sources will be asked for. Without doubt, and with white linen, they will be forthcoming.

Twenty-two million Canadians have pledged themselves to aid the War Savings Campaign, to find a part of their acceptable income. That is a splendid response. There are other yet to be made. This year, according to many thousands of men and women who up to now have had little opportunity for saving. They too must be convinced of the absolute necessity of putting the few found opportunity to work for their own security.

In Poland, Norway, Denmark, Holland, Belgium, France, Britain, Greece and Japan alone, there has been included over ten populations slaughtered, injured and belongings seized are seriously threatened by ruthless enemy attack.

The dollars you lend are helping to hold the line which defends Canada from sacrifices of that magnitude.

More than that, War Savings are no universal solution for the individual in the present war—don't spending money which may be turned to good account when the day comes for our soldiers to be sold down.

Lend—and help to finish the job.

# FARGO TRUCKS

## Win praise from Satisfied Owners

**.. ALL UNITS OPERATED  
AT CONSIDERABLE SAVING  
OVER EQUIPMENT  
PREVIOUSLY IN USE!**



Mr. J. M. Darling, Manager of Darling & Co. of Canada Ltd., Chatham, writes:

"We have been very pleased with the Fargo units which we had in service last year. All of the units which were put into operation during the first part of 1960 were operated at a very considerable saving over the equipment which we previously had in use. This is true of the cab over engine truck as well as the rest. Get facts for 1961 to make up of about 70%." Fargo Trucks and we look for a continued multiplicity and superior first operation during the current year."

One big reason for the satisfactory performance of Fargo trucks under all manner of loading and delivery requirements is that FARGO offers a wide range of models, engines, frames, chassis, transmissions, air and spring combinations to meet the individual need of the buyer.

Another and most important reason for Fargo's growing popularity is that FARGO TRUCKS are designed originally and built by Chrysler. See your nearest Chrysler-Plymouth Fargo Dealer for the FARGO Truck to meet your needs!

**FARGO TRUCKS  
COVER 98% OF ALL  
HAULING & DELIVERY  
NEEDS!**

Light Fast Delivery—Medium Loads or Heavy  
Gaily loading—Heavy Loads—Fargo Trucks to suit your  
needs will SAVE YOU MONEY! There are 34  
models and body styles which enable you to  
select a 1961 Fargo Truck to suit your needs!



CHECK FARGO'S LOW FACTORY DELIVERED PRICE

# BUILT IN CANADA BY CHRYSLER



## To help make the sick well

**T**he 1-800-457-5611 women's group helped reports. I couldn't. Their cross-border system is talk my about you—your state and your comfort.

When you go to a hospital, you are most aware of the physicians and the nurses, for these are the people you encounter. And all about you you sense the comforting protection, which makes the hospital the safest place to be when ill—perhaps reinforced by the countless knowledge of pharmacists—doctors—laboratory workers. And, of course, by the special and equipment and facilities found only in a hospital.

But in every hospital—as in every business—  
 make one man or woman just be responsible for  
 making the whole thing tick. That person is the  
 hospital superintendent, or administrator. What  
 are the duties involved? If you were a hospital

You would be the administrative head of a constantly enterprise in which a substantial amount of money is received, as a return on work

from two down to one thousand beds. You would lose a general supervising over several small laboratory, kitchen and laundry. You would have to know about modern hospital equipment—everything from X-ray tubes to hand metabolism machines. You would supervise and train generally... with your gut and with the head.

All this adds up to one thing—Kisheng has your community in a place where physicians and nurses have fewer hurdles for their life-saving work, a place where patients have every opportunity to get well in the shortest possible time.

In some locality where there is a hospital, May 12 is an important date. The May 13 is the birthday of Florence Nightingale. She founded the latter hospitals early a century ago. And on that day—known as National Hospital Day—Canada's hospitals open wide their doors and bid the whole world welcome.

Take advantage of this opportunity to see for yourself what a real hot, friendly place a hospital is and how smoothly and efficiently it runs. Meet face to face the men and women who are serving their lives to those who are sick. You will come away with a new feeling—a new feeling of pride and confidence in the hospitals of your community!

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NATIONAL  
HOSPITAL DAY

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The sun goes dark,  
downed Murphy here,  
and there was the  
last spilling out of  
downed steel.

**Maclean's**

1042 | J. H. J. van't Hof et al.

## SHORT of War

By ALLAN R.  
BOSWORTH

**T**HE Dribbling Cowboys are strictly made of 54-the-wheel Fordson's and 2100-lb. trucks, when Steve Muecke gets a call to take out to his rig. "Dribbling" happens all over the West, and it's a thing so simple you must see it to believe it, but it's a way to haul so heavy that when it comes down to what time you go to the club, it's a lot to make when the Coast State News and the University of the Pacific.

A mate didn't need to fly 1,000 miles to the West Coast to find the company was hot. The Delmonico had just been at his house for 12 years, getting everything sorted out, but three last-flight jets and an Alouette II had been there were enough to put anyone, that is, the owner Delmonico and 17 crew, at risk. The ship itself, a 160-ton, diesel-driven tug named *Delmonico*, was almost 50 years old and well loaded.

[illegible]

The two women "made his record it using a lousy sign in First Problem Twenty. He was shopping and he'd changed. And the three—didn't even take the Calhoun but not a better one used yet. There was a smallish square which in the first 100 ft he was with the men alone. Only then, the others too close for comfort and no one might notice that they were brilliant like him, and he had a business in the middle.

And I think that the movie, "Nasty," isn't like so much thing as it has also memory lay down in my mind every one to take a word that university and something under the last. After it, he had not return for a long time like a steady old friendship in a so-called police. Although the Nasty movie had once in a while (1994) story, from the beginning time and the Nasty international success and success once and for all about a million.

They all were laid here, washed in England. But the Gullings are in Ireland. The Philadelphia Fairbanks are present, all in groups, changed in 1910, and laid out on the level and washed in Ireland.

There was no doubt about what "all aid short of war" meant to Swede Murphy, U.S. destroyer skipper—not when the fate of his aid ship hung in the balance.























# BE FEATURE-WISE



**CHECK  
CHEVROLET'S  
41 OUTSTANDING  
FEATURES FOR '41**

*Against what other Low-Priced  
Cars are Offering ...*

	FEATURES FOR SMARTNESS	FEATURES FOR DEPENDABILITY	FEATURES FOR SAFETY	FEATURES FOR COMFORT	FEATURES FOR CONVENIENCE
<b>CHEVROLET</b> SPECIAL DE LUXE 4 DOOR SEDAN HAS ALL THESE EXTRA VALUE FEATURES	 3. Shielded front headlights around windshield side and rear windows. Smart precise styling.	 4. Valve-in-Head Engine	 7. Individually coiled springs	 13. Reinforced Torque Top Body	 14. Dual Front Door Construction
<b>CAR "B"</b>	No	C head type	No	No	No
<b>CAR "C"</b>	No	Leaded type	No	No	No
<b>CHEVROLET</b> SPECIAL DE LUXE 4 DOOR SEDAN HAS ALL THESE EXTRA VALUE FEATURES	 5. Insulator panel clock	 8. Controlled Safety Steps	 9. Flanged horn into dash	 15. Heavy reinforced Whisker Wipers	 16. Dual door hinge from floor
<b>CAR "B"</b>	Yes	Partly	No	No	No
<b>CAR "C"</b>	Yes	No	No	No	No
<b>CHEVROLET</b> SPECIAL DE LUXE 4 DOOR SEDAN HAS ALL THESE EXTRA VALUE FEATURES	 6. Coated door hinges	 10. Hygienic dash side	 11. Torque glide type steering	 17. Torque glide type steering	 18. Torque glide type steering
<b>CAR "B"</b>	No	No	No	No	No
<b>CAR "C"</b>	No	No	No	No	No
<b>CHEVROLET</b> SPECIAL DE LUXE 4 DOOR SEDAN HAS ALL THESE EXTRA VALUE FEATURES	 12. Torque glide type steering	 13. Torque glide type steering	 14. Torque glide type steering	 15. Torque glide type steering	 16. Torque glide type steering
<b>CAR "B"</b>	No	No	No	No	No
<b>CAR "C"</b>	No	No	No	No	No

# BE FUTURE-WISE



**CHEVROLET for '41**

**YEARS AHEAD FOR YEARS TO COME**















## GIVE A LIFT TO YOUR CHARM

WITH THIS NEW "PERK-UP" CREAM!



Give ourselves a little perk-up! There's nothing so useful as a little lift in a lot of beauty. It's the secret to the lift in the face that you see in the eyes of the people who are so beautiful. It's the secret to the lift in the face that you see in the eyes of the people who are so beautiful. It's the secret to the lift in the face that you see in the eyes of the people who are so beautiful.

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### By Dr. F. J. J. J.

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McLean's Magazine May 1, 1960

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"A WONDERFUL BOOK"



THE BIG BOOK OF MODERN LIFE

McLean's Magazine May 1, 1960

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Just a dinner? Close not? What's there to say?

No Dried out Tasteless Foods in my home NOW!



Air-Conditioned ICE Refrigerator

Air-Conditioned ICE Refrigerator

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Air-Conditioned ICE Refrigerator

Air-Conditioned ICE Refrigerator

Air-Conditioned ICE Refrigerator



"I USED TO HAVE DAILY HEADACHES"

Kruschen Cream



This Dirty RAT was Stealing Gas!



















# "Coca-Cola" belongs



It's refreshing when young folks get their heads together. What's refreshing? Ice-cold "Coca-Cola," of course. What else so fittingly adds welcome refreshment to friendly companionship.

5¢

THE PAUSE THAT REFRESHES

YOU TASTE ITS QUALITY



Experience proves that nothing takes the place of quality. You taste the quality of ice-cold "Coca-Cola." Again and again you enjoy the charm of its delicious taste... and its cool, clean after-sense of complete refreshment. Thirst asks nothing more.